REMARKS

Claims 1-10, 12-21, 23, 24, 26-28, 30 and 36-51 are pending. By this Amendment, claims 1, 5, 12, 16, 23, 24, 26-28 and 30 are amended, claims 36-51 are added, and claims 11, 22, 25, 29 and 31-35 are cancelled. The claims are amended to even more clearly distinguish over the applied reference.

No new matter is added by the claim amendments. In particular, the features added to independent claims 1 and 12 are supported in the original specification at, for example, pages 3-4, page 9, line 31 - page 10, line 10, page 11, lines 10-19, and in original claims 11 and 22. The features added to claims 23 and 27 are supported, for example, in original claims 25 and 29 and in the specification at, for example, page 5, line 21 - page 6, line 7. In addition, newly-added independent claims 36 and 42 are supported by the same portions of the specification that support claims 1 and 12. Newly-added dependent claims 37-41 and 43-47 are similar to original dependent claims 5, 7-10, 16 and 18-21, respectively.

Claim 11 stands rejected under 35 U.S.C. §112, second paragraph. This rejection is moot in view of the cancellation of claim 11.

Claims 1-4, 6-15, 17-24, 26-28 and 30-35 stand rejected under 35 U.S.C. §102(a) over U.S. Patent No. 5,960,411 to Hartman et al.[1] In addition, claims 5, 16, 25 and 29 stand rejected under 35 U.S.C. §103(a) over Hartman et al. These rejections are respectfully traversed.

Hartman et al. does not disclose or suggest a system or method in which the product selection information that is transmitted to a first party that carries a product and the product delivery information that is transmitted to a second party that delivers the product "does not include any of the payment information that is sensitive contained in the user information", as

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[1] Applicant notes that Hartman et al. qualifies as a reference under 35 U.S.C. §102(b).

recited in independent claims 1 and 12. Similarly, Hartman et al. does not disclose or suggest an arrangement or method in which at least one of the product selection information and the product delivery information does not include any of the payment information that is sensitive contained in the user information, as recited in independent claims 36 and 42.

While Hartman et al. seeks to avoid the transmission of payment information between the user terminal and the server (by storing that information in the server after the first time that the user uses the electronic commerce service -- see col. 2, lines 12-16 and col. 3, lines 35-37), Hartman et al. does not even attempt to avoid transmitting such payment information (which should be encrypted during transmission) to the party(ies) that supplies and/or delivers the ordered product(s). For example, at col. 8, lines 5-6 Hartman et al. discloses that the address of the user (purchaser) and the purchaser's billing details are transmitted to the shipping party. Accordingly, Hartman et al. does not disclose or suggest all features recited in independent claims 1, 12, 36 and 42, as well as their dependent claims.

With respect to independent claims 23 and 27, Hartman et al. does not disclose or suggest an arrangement or method that determines a pick-up order which defines an order in which the requested products for a single delivery are to be picked-up from a supplier of the products by a shipper of the products, the pick-up order being determined on the basis of locations of the requested products at the supplier of the products. With respect to the rejection under 35 U.S.C. §103(a) (which related to dependent claims reciting a feature similar to what is now recited in independent claims 23 and 27) the Office Action asserted:

> However, it is well known in the art that on-line merchants provide
> many methods of delivery (by shipping through a third party or
> pick-up by customer at a local distributor/store location) to provide
> convenience and possible cost-savings to the consumers.
>
> It would have been obvious to one of ordinary skill in the art to
> provide for the pick-up option of the purchased merchandise at a
> local distributor/store, in the invention of Hartman to provide
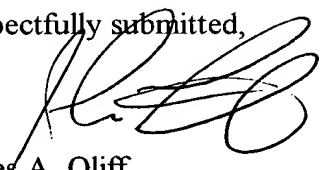> convenience and cost-savings to the consumer.

The Office Action, however, misunderstands what was being recited in claims 5, 16, 25 and 29 (and what is now being recited in independent claims 23 and 27). These claims do not relate to an option by which the customer can pick-up the products from a distributor/store. Rather, as should be clear from the above discussion, these claims relate to a feature in which the order in which the requested products are picked-up by the shipper from the supplier is determined. Hartman et al. does not disclose or suggest such a feature, and particularly does not disclose or suggest such a feature based upon the locations of the products at the supplier, as recited in the subject claims. Hartman et al. only discloses that available products are delivered at one time, and then later-available products are delivered at another time. However, this teaching of Hartman et al. does not disclose or suggest what is recited in the above-identified claims.

Accordingly, Applicant respectfully submits that independent claims 23 and 27, as well as their dependent claims, are patentable over Hartman et al.

In view of the foregoing, Applicant respectfully submits that this application is in condition for allowance. Favorable reconsideration and prompt allowance are earnestly solicited.

Should the Examiner believe that anything further would be desirable to place this application in even better condition for allowance, the Examiner is invited to contact Applicant's undersigned attorney at the telephone number listed below.

Respectfully submitted,

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Attachment:
    Amendment Transmittal

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